

**CLAIMS**

What is claimed is:

- 1           1.       A method comprising:  
2           providing one or more interactive advertising links;  
3           receiving, from one or more users, one or more selections for a selected  
4           advertising link from the one or more interactive advertising links;  
5           establishing a communications link between the one or more users and an  
6           advertiser of the selected advertising link; and  
7           compensating the one or more users based on various input provided to the  
8           advertiser during interaction there between via the communications link.
- 1           2.       The method of claim 1, further comprising:  
2           receiving a request from an advertiser to establish an interactive advertising  
3           link; and  
4           placing a link for an interactive advertisement among the one or more  
5           interactive advertising links.
- 1           3.       The method of claim 2, further comprising:  
2           generating a record in an advertiser database, the record including advertiser  
3           information contained in the request, wherein the advertiser information includes one  
4           or more of a compensation price, real-time advertiser availability, specific type of the  
5           advertisement, languages spoken by the advertiser and additional compensation  
6           incentives.
- 1           4.       The method of claim 1, wherein the compensating the one or more  
2           users further comprises:  
3           billing the advertiser a billing amount for each interaction with the one or  
4           more users; and  
5           transferring the billing amount to the one or more users.

1           5.       The method of claim 4, wherein the billing the advertiser further  
2 comprises:  
3           measuring a duration of the interaction between the one or more users and the  
4 advertiser; and  
5           calculating the billing amount for the advertiser based on the duration of the  
6 interaction and a time-based price paid by the advertiser.

1           6.       The method of claim 1, wherein the one or more interactive  
2 advertisement links include one or more interactive public opinion polls, such that a  
3 user selecting a public opinion poll is compensated for providing his/her opinion and  
4 wherein the establishing the communications link further comprises:  
5           providing a user that selected a public opinion poll link with an online  
6 questionnaire of the public opinion poll; and  
7           once the user completes the questionnaire, transmitting the questionnaire to an  
8 advertiser of the public opinion poll link.

1           7.       The method of claim 1, wherein each selection from a user includes  
2 one or more of a category of advertisers, an advertiser payment price, advertiser type  
3 and advertisement.

1           8.       The method of claim 1, wherein prior to the receiving the one or more  
2 selections from the one or more users, the method further comprises:  
3           receiving a request from a user for connection to an interactive advertisement  
4 system via a communications link;  
5           establishing a connection between the user and the interactive advertisement  
6 system in order to provide the user with an interaction with a chosen advertiser; and  
7           providing the user with a list of the wide array of advertisement types  
8 available from the interactive advertisement system.

1           9.       The method of claim 1, wherein the one or more interactive advertising  
2 links include one or more interactive seminar links and following selection of a  
3 selected interactive seminar by the one or more users, the establishing the  
4 communications link further comprises:

5           establishing a real-time video communications link between the one or more  
6 users and an advertiser of the selected interactive seminar;

7           providing additional incentive-based links to the one or more users to provide  
8 additional feedback; and

9           enabling the one or more users to purchase one or more items advertised by  
10 the interactive seminar.

1           10.       The method of claim 1, wherein following the establishing the  
2 communications link, the method further comprises:

3           providing additional incentive-based links to the one or more users to provide  
4 additional feedback; and

5           enabling the user to purchase one or more items advertised by the selected  
6 advertising link.

1           11.       The method of claim 1, wherein the compensating the one or more  
2 users further comprises:

3           enabling a user to purchase an advertised product with limited availability,  
4 such that the user is compensated by having the ability to purchase the advertised  
5 product.

1           12.       The method of claim 11, further comprising:

2           charging the user a predetermined amount such that the user is compensated  
3 by having the ability to purchase the advertised product; and  
4           transferring the predetermined amount to the advertiser.

1           13.       The method of claim 11, further comprising:

2           using a telephone as the communications link between the user and the  
3 advertiser of the selected advertising link.

1           14.     The method of claim 1, wherein providing the one or more interactive  
2 advertising links further comprises:

3           receiving, from an advertiser interface, a request to activate an interactive  
4 seminar included among the one or more interactive advertising links;

5           activating the seminar, such that one or more users can select and participate  
6 in the interactive seminar;

7           receiving, from the advertise interface, a request to de-activate the interactive  
8 seminar once the seminar is closed; and

9           de-activating the interactive seminar, such that additional users can no longer  
10 participate in the interactive seminar.

1           15.     The method of claim 1, wherein the establishing a communications  
2 link, further comprises:

3           providing the one or more users with a recorded version of the selected  
4 advertisement; and

5           enabling the one or more users to purchase one or more advertised products.

1           16.     A computer readable storage medium including program instruction  
2 that directs a computer to function in a specified manner when executed by a  
3 processor, the program instructions comprising:

4           providing one or more interactive advertising links;

5           receiving, from one or more users, one or more selections for a selected  
6 advertising link from the one or more interactive advertising links;

7           establishing a communications link between the one or more users and an  
8 advertiser of the selected advertising link; and

9           compensating the one or more users based on various input provided to the  
10 advertiser during interaction there between via the real-time communications link.

1           17.     The computer readable storage medium of claim 16, further  
2 comprising:  
3           receiving a request from an advertiser to establish an interactive advertising  
4 link; and  
5           placing a link for an interactive advertisement among the one or more  
6 interactive advertising links.

1           18.     The computer readable storage medium of claim 17, further  
2 comprising:  
3           generating a record in an advertiser database, the record including advertiser  
4 information contained in the request, wherein the advertiser information includes one  
5 or more of a compensation price, real-time advertiser availability, specific type of the  
6 advertisement, languages spoken by the advertiser and additional compensation  
7 incentives.

1           19.     The computer readable storage medium of claim 16, wherein the  
2 instruction for compensating the user further comprises instructions of:  
3           billing the advertiser a billing amount for each interaction with the one or  
4 more users; and  
5           transferring the billing amount to the one or more users.

1           20.     The computer readable storage medium of claim 19, wherein the  
2 billing the advertiser further comprises instructions of:  
3           measuring a duration of the interaction between the one or more users and the  
4 advertiser; and  
5           calculating the billing amount for the advertiser based on the duration of the  
6 interaction and a time-based price paid by the advertiser.

1           21.     The computer readable storage medium of claim 16, wherein the one  
2 or more interactive advertisement links include one or more interactive public opinion  
3 polls, such that a user selecting a public opinion poll is compensated for providing

4 his/her opinion and wherein the establishing the communications link further  
5 comprises instructions of:  
6 providing a user that selected a public opinion poll link with an online  
7 questionnaire of the public opinion poll; and  
8 once the user completes the questionnaire, transmitting the questionnaire to an  
9 advertiser of the public opinion link.

1 22. The computer readable storage medium of claim 16, wherein each  
2 selection from a user includes one or more of a category of advertisers, an advertiser  
3 payment price, advertiser type and advertisement.

1 23. The computer readable storage medium of claim 16, wherein prior to  
2 the instruction for receiving the one or more selections from the one or more users,  
3 the computer readable storage medium further comprises instructions of:  
4 receiving a request from a user for connection to an interactive advertisement  
5 system via a communications link;  
6 establishing a connection between the user and the interactive advertisement  
7 system in order to provide the user with an interaction with a chosen advertiser; and  
8 providing the user with a list of the wide array of advertisement types  
9 available from the interactive advertisement system.

1 24. The computer readable storage medium of claim 16, wherein the one  
2 or more interactive advertising links include one or more interactive seminar links and  
3 following selection of a selected interactive seminar by the one or more users, the  
4 establishing the communications link further comprises the instructions of:  
5 establishing a real-time video communications link between the one or more  
6 users and a provider of the selected interactive seminar;  
7 providing additional incentive-based links to the one or more users to provide  
8 additional feedback; and  
9 enabling the one or more users to purchase one or more items advertised by  
10 the interactive seminar.

1           25.     The computer readable storage medium of claim 16, wherein following  
2     the establishing a real-time communications link, the computer readable storage  
3     medium further includes instructions of:

4           providing additional incentive-based links to the one or more users to provide  
5     additional feedback; and

6           enabling the one or more users to purchase one or more items advertised by  
7     the selected interactive advertising link.

1           26.     The computer readable storage medium of claim 16, wherein the  
2     instruction for compensating the user further comprises instructions of:

3           enabling a user to purchase an advertised product with limited availability,  
4     such that the user is compensated by having the ability to purchase the advertised  
5     product.

1           27.     The computer readable storage medium of claim 16, further  
2     comprising the instructions of:

3           charging the user a predetermined amount such that the user is compensated  
4     by having the ability to purchase the advertised product; and  
5           transferring the predetermined amount to the advertiser.

1           28.     The computer readable storage medium of claim 16, further  
2     comprising the instructions of:

3           using a telephone as the communications link between the user and the  
4     advertiser of the selected advertising link.

1           29.     The computer readable storage medium of claim 16, wherein the  
2     method comprising providing one or more interactive advertising links further  
3     comprises:

4           receiving, from an advertiser interface, a request to activate an interactive  
5     seminar included among the one or more interactive advertising links;

6           activating the seminar such that one or more users can select and participate in  
7     the interactive seminar;

8 receiving, from the advertise interface, a request to de-activate the interactive  
9 seminar once the seminar is closed; and  
10 de-activating the interactive seminar, such that additional users can no longer  
11 participate in the interactive seminar.

1 30. The computer readable storage medium of claim 16, wherein the  
2 establishing a communications link, further comprises:  
3 providing the one or more users with a recorded version of the selected  
4 advertisement; and  
5 enabling the one or more users to purchase one or more advertised products.

1 31. An online incentive-based advertising system comprising:  
2 a user interface for receiving one or more selection requests from one or more  
3 users for an interactive advertisement from one or more interactive advertisement  
4 links stored in an advertisement database;  
5 a processor to receive the one or more selection requests from the one or more  
6 users for a selected interactive advertisement from the user interface, and establish a  
7 communications link between the one or more users and a provider of the selected  
8 interactive advertisement for interaction via the communications link; and  
9 a compensation procedure to compensate the user based on various input  
10 provided to the advertiser during interaction therebetween via the communications  
11 link.

1 32. The system of claim 31, wherein the user interface:  
2 provides the user with a list of fields of advertisements, accepts a type of  
3 advertisements desired by the user, provides the user with a list of interactive  
4 advertisements stored in the advertisement database which match the type of  
5 advertisement desired by the user, and a receive the selection from the user for a  
6 selected advertiser.



- 1           33.    The system of claim 31, further comprising:  
2           an advertiser interface for receiving a request from an advertiser to establish  
3           an interactive advertising link, and generate a record in the advertisement database,  
4           the record including provider information contained in the request.
- 1           34.    The system of claim 33, wherein the provider information includes one  
2           or more of a compensation price, real-time advertiser availability, specific type of the  
3           advertisement, languages spoken by the advertiser and additional compensation  
4           incentives.
- 1           35.    The system of claim 31, wherein the communications link further  
2           comprises:  
3           a public switched telephone network interface to connect the user to the  
4           advertiser of the selected advertisement.
- 1           36.    The system of claim 31, wherein the communications link further  
2           comprises:  
3           a wireless communications network interface to connect the user to the  
4           advertiser of the selected advertisement.
- 1           37.    The system of claim 31, wherein the communications link further  
2           comprises:  
3           a video link to connect the user to the advertiser of the selected advertisement.
- 1           38.    The system of claim 31, wherein the communications link further  
2           comprises:  
3           a voice communication link to connect the user to the advertiser of the  
4           selected advertisement.
- 1           39.    The system of claim 31, further comprising:  
2           a banner advertisement link procedure to generate an interactive advertisement  
3           link as a web page banner advertisement of an advertiser web site.

- 1           40.    The system of claim 31, further comprising:
- 2           a banner advertisement link procedure to generate an interactive advertisement
- 3   link as a web page banner advertisement of a search engine web site.

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